

## ABSTRACT OF THE DISCLOSURE

A digital video signal transmission apparatus is provided with (a) a digital video signal conversion circuit for converting each chrominance signal of an input digital video signal in such a manner that every plural frames (1) in one frame of the plural frames each chrominance signal is converted into a signal having plural bits, (2) in the other frames of the plural frames, each chrominance signal is converted into a signal having 1 bit, so that an average of gradation levels of the respective chrominance signals in plural frames after the conversion is substantially equal to gradation levels of the respective chrominance signals in a single frame before conversion, (b) a flag signal generation circuit for generating a flag signal for setting the respective chrominance signals in each pixel signal, so that one of the chrominance signal has plural bits, while the other chrominance signal has one bit, (c) a converted data combination circuit for assigning each signal to each of the chrominance signal in accordance with the flag signal, and (d) a bit expansion circuit for carrying out bit expansion of the digital video signal in accordance with the flag signal, so that each chrominance signal has an identical number of bits in each pixel signal. This provides an image display apparatus that can reduce a data amount of the digital video signal which is transmitted via a data transmission path.